

IT STRATEGY IN
MASKARGO AIRLINES INDUSTRY

NOR ALINA BT ISMAIL

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MASKARGO AIRLINES INDUSTRY

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By
Nor Alina bt Ismail



KOLEJ SASTERA DAN SAINS
(College of Arts and Sciences)
Universiti Utara Malaysia

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Nama Penyelia
(Name of Supervisor) : **ASSOC. PROF. DR. HUDA HJ. IBRAHIM**

Tandatangan
(Signature) :  Tarikh (Date) : 13/2/2011

Nama Penilai
(Name of Evaluator) : **MR. ABDUL RAZAK RAHMAT**

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Abstrak

Pada era ini, tanpa pendekatan Teknologi Maklumat, Kargo industri dan juga industri – industri lain tidak akan dapat menaikkan prestasi industri mereka. Penyelidikan ini adalah lebih focus kepada penggunaan sreategi IT di Malaysia Cargo Airlines industry (MASKargo) dan juga membincangkan tentang bagaimana IT strategi dapat membantu kargo industry di Malaysia untuk melabur dan memajukan setiap pengurusan operasi mereka. Tambahan lagi, banyak tujuan dan faedah yang dapat kita ambil untuk membantu organisasi-organisasi kargo industri ini untuk membangunkan strategi IT di perusahaan mereka. Oleh hal yang demikian, Teknologi Maklumat dan juga industri penerbangan adalah berkait antara satu sama lain dan saling memerlukan untuk teknologi strategi. Ini adalah kerana, unutk memeastikan operasi-operasi dan juga untuk memastikan industri dapat mengawal dan bekerjasama dengan semua jenis perniagaan dan pengurusan operasi-operasi yang lain.

Abstract

Nowadays, without Information Technology approach, the cargo airline industry or any other industry cannot improve and invest the performance of their own industry. The focus of this paper is discusses more about the IT strategy in the Malaysia Cargo airlines industry (MASKargo) and also to discuss clearly about how IT strategy in the cargo airline industry can help the cargo airlines industry in Malaysia to invest and improve their companies operation management. Furthermore, there are so many purposes that can be found for help the companies and organization of the cargo airlines industry to develop the IT strategy. Hence, Information Technology and airline industry are related to each other and need to use technology strategically because to ensure the operations and also can control and can co-ordinate all the business and other operation management functions.

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TABLE OF CONTENTS

	Page
PERMISSION TO USE	I
ABSTRACT (BAHASA MALAYSIA)	II
ABSTRACT (ENGLISH)	III
ACKNOWLEDGMENTS	IV
LIST OF FIGURES	IX
LIST OF ABBREVIATION	X
 CHAPTER 1: INTRODUCTION	
1.1 Introduction	Error!
Bookmark not defined.	
1.2 Background of Study	1
1.3 Problem Statement	3
1.4 Research Question	4
1.5 Research Objective	5
1.6 Scope of Study	5
1.7 Significant of Study	6
1.8 Limitation of Study	6
1.9 Summary	7

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	9
2.2 Definition of Strategy	10
2.3 Definition of IT Strategy	11
2.4 The use of IT Strategy	12
2.4.1 In Commercial Airlines Industry	13
2.4.2 In Cargo Airlines Industry	15
2.5 Relationship between IT Strategy, Business Strategy and Cargo Airlines	16
2.6 Implications of relationship between IT Strategy, Cargo Airlines and business in particular.	17
2.7 Previous Research in IT strategy in Airlines Industry	18
2.8 Summary	18

CHAPTER 3: METHODOLOGY

3.1 Introduction	19
3.2 What are some Qualitative Research Methods?	21
3.2.1 Advantages of Qualitative Research	22
3.3 Qualitative Method for this research	23
3.3.1 Phase 1: Gathering Data	24
3.3.2 Phase 2: Data Collection	25
3.3.2.1 Interview Question	26
3.3.3 Phase 3: Analyze / Assessments Data	28
3.3.4 Phase 4: Develop a Conclusion	29
3.4 Summary	30

CHAPTER 4: FINDINGS

4.1 Introduction	31
4.2 Company Profile	31
4.2.1 Vision of MASKargo	32
4.2.2 Mission of MASKargo	33
4.2.3 Objective of MASKargo	34

4.3 MASKargo Operations	34
4.3.1 i-port	35
4.3.2 i-secure	36
4.4 Relation between IT and Business Strategy	36
4.5 Influences of IT Strategy	38
4.6 IT Strategy Implementation	39
4.7 Summary	41
 CHAPTER 5: CONCLUSION	
5.1 Introduction	42
5.2 Research Objectives	43
5.3 Conclusion of Research Study	45
5.3.1 IT Strategy in Headquarters of MASKargo	46
5.3.2 IT Strategy in all offices MASKargo	46
5.4 Future Work and Recommendations	48
5.5 Implications Based on Evidence	49
5.6 Summary	50
References	52
Appendix	58

LIST OF FIGURES

Figure 1: eAirlines Information Technology empowered Fuction (Buhalis, 2004)..... 14

Figure 2: Phase of Qualitative Method..... 26

LIST OF ABBREVIATIONS

IT	Information Technology
MAS	Malaysia Airline Sdn.Bhd
MASKargo	Malaysian Cargo Airline Sdn.Bhd
KLIA	Kuala Lumpur International Airport
ACC	Advanced Cargo Centre

CHAPTER 1: INTRODUCTION

1.1 Introduction

In this chapter, the researcher will discuss about the background of the study that is related to IT strategy in cargo airlines. Furthermore, the chapter also includes the problem statement for this research and followed by discussion about research questions, research objectives, significance of study and also the limitation of this study.

1.2 Background of Study

Today, IT strategy works as a guideline for IT investment, IT project and implementation, IT management and IT services (Buhalis, 2005). Furthermore, according to Porter (2001), strategy is one of IT terms that relates to business area in technology world. Nowadays, IT and industry management are

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